

ORDER



Orders	Order / Rev:	684834
	Alt Order #:	06150689
	Product Desc:	CROSSROADS GPS
	Estimate:	597
	Flight Dates:	06/06/12 - 06/12/12
	Original Date / Rev:	05/18/12 / 05/18/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Crossroads Media/ POL
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/12/12	22	\$24,350.00	\$20,697.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	22	\$24,350.00	\$20,697.50	44.10
Totals	22	\$24,350.00	\$20,697.50	44.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$24,350.00
Market	100%	\$128,157.89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$30,757.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$44,855.26
WTTG	22%	\$28,194.74
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/08/12	06/08/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	----F--		1		\$600.00		2.30					
E 2	WUSA	06/08/12	06/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															

Order / Rev: 684834
 Alt Order #: 06150689
 Flight Dates: 06/06/12 - 06/12/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 597
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/08/12	06/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a ----F--	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	----F--				1	\$400.00		1.20			
E 3	WUSA	06/11/12	06/11/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p M-----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$2,000.00		3.40			
E 4	WUSA	06/11/12	06/11/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A M-----	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$800.00		1.40			
E 5	WUSA	06/11/12	06/11/12	Price Is Right The Price is Right	CM	11a-12p M-----	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$650.00		2.20			
E 6	WUSA	06/11/12	06/11/12	4-5p Dr. Phil	CM	4-5p M-----	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$600.00		1.50			
E 7	WUSA	06/11/12	06/11/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a M-----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$400.00		1.20			
E 8	WUSA	06/11/12	06/11/12	CBS Evening News CBS Evening News	CM	630-7p M-----	:30	1	\$3,000.00	P-3	1.60	NM	1	\$3,000.00
CBS EVENING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$3,000.00		1.60			
E 9	WUSA	06/11/12	06/11/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p M-----	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$700.00		1.50			
E 10	WUSA	06/11/12	06/11/12	Entertainment Tonight Entertainment Tonight	CM	730-8P M-----	:30	1	\$1,600.00	P-3	2.40	NM	1	\$1,600.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$1,600.00		2.40			
E 11	WUSA	06/09/12	06/09/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S-	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	-----S-				1	\$2,000.00		3.40			
E 12	WUSA	06/07/12	06/07/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ---T---	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	---T---				1	\$2,000.00		3.40			
E 13	WUSA	06/07/12	06/07/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A ---T---	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	---T---				1	\$800.00		1.40			
E 14	WUSA	06/07/12	06/07/12		CM	11a-12p ---T---	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00

Advertiser:	<u>Crossroads GPS</u>	
Product Desc:	<u>CROSSROADS GPS</u>	WUSA
Estimate:	597	

Totals	22	\$24,350.00
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REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP MAY18/12 12.18

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP
MAY18/12 12.18

ORDER WORKSHEET HARRIS RPT. FROM REP MAY18/12 12.18

REP HEADLINE# 6150689

MAN

BIAS# 084834

BIAS#	DATE
684824	

ADD *** ORIGINAL REV#0 ***

1/AGENCY#	CROSSROADS MEDIA LLC

DELETE

ISS/CROSSROADS GPS
2/ADVERTISER#

ORDER

3/PROD#	EST#597	CROSSROADS	GPS
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20/EOS 4/SLSP# AARON ASHE

I.T.N.E./S

5 / REP# - WASHINGTON, DC

21/BTLJ. WK. MO-SU 9/AREA

PARTIAL

63 / PCON	64 / ACON	10 / BILL CODE
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1

11/PATE CARD 16/BVR - NOELLE RAMSEY

AGENCY
ADDRESS

14/ORDERS	TYPE	17/BTC	SVC	-	NST
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SECRET

[illegible]

CO/CITY MAY

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TO: LANCE

ER: HILARY

****NEW ORDER****

TTL: 24350

PLS CFM, THX! 5/18

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CROSSROADS GPS

BS	REP	BEGIN	END	BEGIN	END	CLS	SEC	PLAN	PRICE	SPT	RATE	STATION	CD	SPOT	STS	
LN#	LN#	TIME	TIME	DATE	DATE	LNTH	PTRN	LNTH	DATE	13/	14/	PLAN	CD	SC#	23/	LNTH
									16/	/WK	18/					

AGENCY ADVERTISER CODE = 12 AGENCY EST# = 597

AGENCY PRODUCT CODE = 11

1 FRI 1200N-1230P 30 06/08 06/08

PROGRAM : 9 NEWS AT NOON

RA35+ : 2.3

CON COM1: 9 NEWS AT NOON

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

MAY18/12 12.18
*** WUSA-TV ***

REP HEADLINE# 6150689

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	STS
2		FRI		600A-700A			30	06/08	06/08					1	\$400.00				1
				PROGRAM : 9 NEWS NOW @ 6AM															
				RA35+ : 1.2															
				CON COM1: 9 NEWS NOW @ 6AM															
3		MON		1100P-1135P			30	06/11	06/11					1	\$2,000.00				1
				PROGRAM : 9 NEWS NOW @ 11PM															
				RA35+ : 3.4															
				CON COM1: 9 NEWS NOW @ 11PM															
4		MON		1135P-1235A			30	06/11	06/11					1	\$800.00				1
				PROGRAM : DAVID LETTERMAN															
				RA35+ : 1.4															
				CON COM1: DAVID LETTERMAN															
5		MON		1100A-1200N			30	06/11	06/11					1	\$650.00				1
				PROGRAM : PRICE IS RIGHT															
				RA35+ : 2.2															
				CON COM1: PRICE IS RIGHT															
6		MON		400P-500P			30	06/11	06/11					1	\$600.00				1
				PROGRAM : DR. PHIL															
				RA35+ : 1.5															
				CON COM1: DR. PHIL															
7		MON		600A-700A			30	06/11	06/11					1	\$400.00				1
				PROGRAM : 9 NEWS NOW @ 6AM															
				RA35+ : 1.2															
				CON COM1: 9 NEWS NOW @ 6AM															
8		MON		630P-700P			30	06/11	06/11					1	\$3,000.00				1
				PROGRAM : CBS EVENING NEWS															
				RA35+ : 1.6															
				CON COM1: CBS EVENING NEWS															
9		MON		700P-730P			30	06/11	06/11					1	\$700.00				1
				PROGRAM : 9 NEWS TONIGHT															
				RA35+ : 1.5															
				CON COM1: 9 NEWS TONIGHT															

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

REP HEADLINE# 6150689

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN 16/	PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	STS CD 23/	SPOT /LIN
10		MON		730P-800P			30	06/11	06/11					1	\$1,600.00					1
		PROGRAM : ENTERTAINMENT TONIGHT RA35+ : 2.4 CON COM1: ENTERTAINMENT TONIGHT																		
11		SAT		1100P-1135P			30	06/09	06/09					1	\$2,000.00					1
		PROGRAM : 9 NEWS NOW @ 11PM RA35+ : 3.4 CON COM1: 9 NEWS NOW @ 11PM																		
12		THU		1100P-1135P			30	06/07	06/07					1	\$2,000.00					1
		PROGRAM : 9 NEWS NOW @ 11PM RA35+ : 3.4 CON COM1: 9 NEWS NOW @ 11PM																		
13		THU		1135P-1235A			30	06/07	06/07					1	\$800.00					1
		PROGRAM : DAVID LETTERMAN RA35+ : 1.4 CON COM1: DAVID LETTERMAN																		
14		THU		1100A-1200N			30	06/07	06/07					1	\$650.00					1
		PROGRAM : PRICE IS RIGHT RA35+ : 2.2 CON COM1: PRICE IS RIGHT																		
15		THU		400P-500P			30	06/07	06/07					1	\$600.00					1
		PROGRAM : DR. PHIL RA35+ : 1.5 CON COM1: DR. PHIL																		
16		THU		630P-700P			30	06/07	06/07					1	\$3,000.00					1
		PROGRAM : CBS EVENING NEWS RA35+ : 1.6 CON COM1: CBS EVENING NEWS																		
17		THU		700P-730P			30	06/07	06/07					1	\$700.00					1
		PROGRAM : 9 NEWS TONIGHT RA35+ : 1.5 CON COM1: 9 NEWS TONIGHT																		

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	STS 23/	SPOT /LIN
18		THU		730P-800P			30	06/07	06/07					1	\$1,600.00					1
			PROGRAM :	ENTERTAINMENT TONIGHT																
			RA35+ :	2.4																
			CON COM1:	ENTERTAINMENT TONIGHT																
19		TUE		1100A-1200N			30	06/12	06/12					1	\$650.00					1
			PROGRAM :	PRICE IS RIGHT																
			RA35+ :	2.2																
			CON COM1:	PRICE IS RIGHT																
20		TUE		1200N-1230P			30	06/12	06/12					1	\$600.00					1
			PROGRAM :	9 NEWS AT NOON																
			RA35+ :	2.3																
			CON COM1:	9 NEWS AT NOON																
21		WED		1200N-1230P			30	06/06	06/06					1	\$600.00					1
			PROGRAM :	9 NEWS AT NOON																
			RA35+ :	2.3																
			CON COM1:	9 NEWS AT NOON																
22		WED		600A-700A			30	06/06	06/06					1	\$400.00					1
			PROGRAM :	9 NEWS NOW @ 6AM																
			RA35+ :	1.2																
			CON COM1:	9 NEWS NOW @ 6AM																

JUN/12

24350.00

CONTRACT TOTAL

24350.00

TOTAL SPOTS

22

MARKET TOTALS \$128,157

WUSA 19%

WTTG 22%

WJLA 24%

WRC 35%

WDCA 0%

WDCW 0%

CABL 0%

SVC- NSI

DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px;"> Crossroads GPS (Grassroots Policy Strategies) </div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

<u>6/1/12</u>	<u></u>	<u>703-299-1760</u>
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____ Signature	_____ Printed Name	_____ Title
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